

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: KEIL et al.

Serial No.: Not yet assigned

Filing Date: Herewith

For: SYSTEM TO QUANTIFY CONSUMER
PREFERENCES

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) Examiner: Not yet assigned
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) Group Art Unit: Not yet assigned
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) Attorney Docket No.: B01.005/U
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MS PATENT APPLICATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

UTILITY PATENT APPLICATION TRANSMITTAL
(Small Entity)

Sir:

Transmitted herewith for filing under 35 USC 111(a) and 37 CFR 1.53(b) is a new utility patent application for an invention entitled: **SYSTEM TO QUANTIFY CONSUMER PREFERENCES**

and invented by: **KEIL et al.**

Enclosed are:

1. ☒ Filing Fee as calculated and transmitted as described below
2. ☒ Specification having 37 pages and including the following:
 - a. ☒ Descriptive Title of the Invention
 - b. ☒ Cross references to Relate Applications (*if applicable*)

- c. ☐ Statement Regarding Federally-sponsored Research/Development
- d. ☐ Reference to Microfiche Appendix (if applicable)
- e. ☒ Background of the Invention
- f. ☒ Brief Summary of the Invention
- g. ☒ Brief Description of the Drawings (if drawings filed)
- h. ☒ Detailed Description
- i. ☒ Claim(s) as Classified Below
- j. ☒ Abstract of the Disclosure
- 3. ☒ Drawing(s) (when necessary as prescribed by 35 USC 113)
 - a. ☒ Formal Number of Sheets 13
 - b. ☐ Informal Number of Sheets
- 4. ☒ Oath or Declaration
 - a. ☐ Newly executed (original or copy) ☒ Unexecuted
 - b. ☐ Copy from a prior application (37 CFR 1.63(d))
 - c. ☒ With Power of Attorney ☐ Without Power of Attorney
 - d. ☐ DELETION OF INVENTOR(S)
Signed statement attached deleting inventor(s) named in the Prior Application, see 37. CFR 1.63(d)(2) and 1.33(b).
- 5. ☐ Incorporation By Reference (usable if Box 4b is checked)
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 4b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
- 6. ☐ Assignment Papers (cover sheet & documents(s))
- 7. ☐ 37 CFR 3.73(B) Statement (when there is an assignee)
- 8. ☐ English Translation Document (if applicable)
- 9. ☒ Information Disclosure Statement/PTO-1449 ☒ Copies of IDS Citations
- 10. ☐ Preliminary Amendment
- 11. ☒ Acknowledgement Postcard
- 12. ☒ Mailed Via
 - ☐ First Class ☒ Express Mail (Specify Label No.) EV334067954US
- 13. ☐ Certified Copy of Priority Document(s) (if foreign priority is claimed)
- 14. ☐ Request and Certification under 35 USC 122(b)(2)(B)(i) (attach PTO/SB/35)
- 15. ☐ Additional Enclosures: _____

FEE CALCULATION

For	No. Filed	No. Allowed	No. Extra	Rate	Fee
Total Claims	24	- 20	4	\$9.00	\$36.00
Indep. Claims	7	- 3	4	\$168.00	\$168.00
Multiple Dependent Claims (If applicable, please add \$ 260.00)					\$ 0.00
BASIC FEE					\$375.00
OTHER FEE (specify purpose):					\$ 0.00
TOTAL FILING FEE					\$579.00

Applicant claims small entity status. A credit card authorization form in the amount of \$579.00 is enclosed.

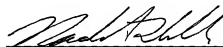
In addition, the Commissioner is hereby authorized to charge and credit Deposit Account No. 50-1852 as described below. A duplicate copy of this sheet is enclosed.

- ☒ Credit any overpayment.
☒ Charge any additional fees required under 37 CFR 1.16 and 1.17.

Respectfully submitted,

August 6, 2003

Date



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